SNAP

SHOTS OF LIFE WITH LAUGHS

OCTOBER, 1940

10¢

EXPOSING THE TALENT SCOUT RACKET!

THE WORLD'S FAIR SHOWS ALL!

RECIPE FOR RAPE! (NAZI CONQUEST TECHNIQUE)

CENSORED PICTURES

HOW TO BE A BAD SECRETARY!

BALI BALONEY!

CARTOONS

PEACH CORDIAL

Ethel Summerville of the World's Fair's "Streets of Paris" — You can have your debutantes and starlets, but we'll be satisfied with this old passioned girl.

SPECIAL PICTURE CREDITS

PAGE	CREDIT
Cover	Murray Korman
2	VanDamm
3	International
8 and 9	Penguin
10-11-12	International
13	Globe
14	David Goodman
28	Ted Grossguth VanDamm Murray Korman Dick Williams
29	Murray Korman David Goodman Bill Stone
30	Bruno of Hollywood

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This kittenish outfit doesn't show Paulette Goddard's hidden charms, but it sure leaves plenty of clues.

"You get into these things," says Oomph girl, Ann Sheridan, "at your own risque."

OCTOBER

SNAP

1940

This cutie says that a curve is the swellest distance between two points.

WE'VE been told over and over again by magazines, books, radio, movies and farmers' almanacs about Balinese beauty—Why?—We don't pretend to know, but we're getting a little tired of it, because we still don't think Balinese bimboes are beautiful. To those who think as we do, here's a couple of pages of convincing proof in any language.

Here's a group of puddle jumper models—looks like they're just recovered from an attack of hay fever or Mein Kampf.

Bali Baloney

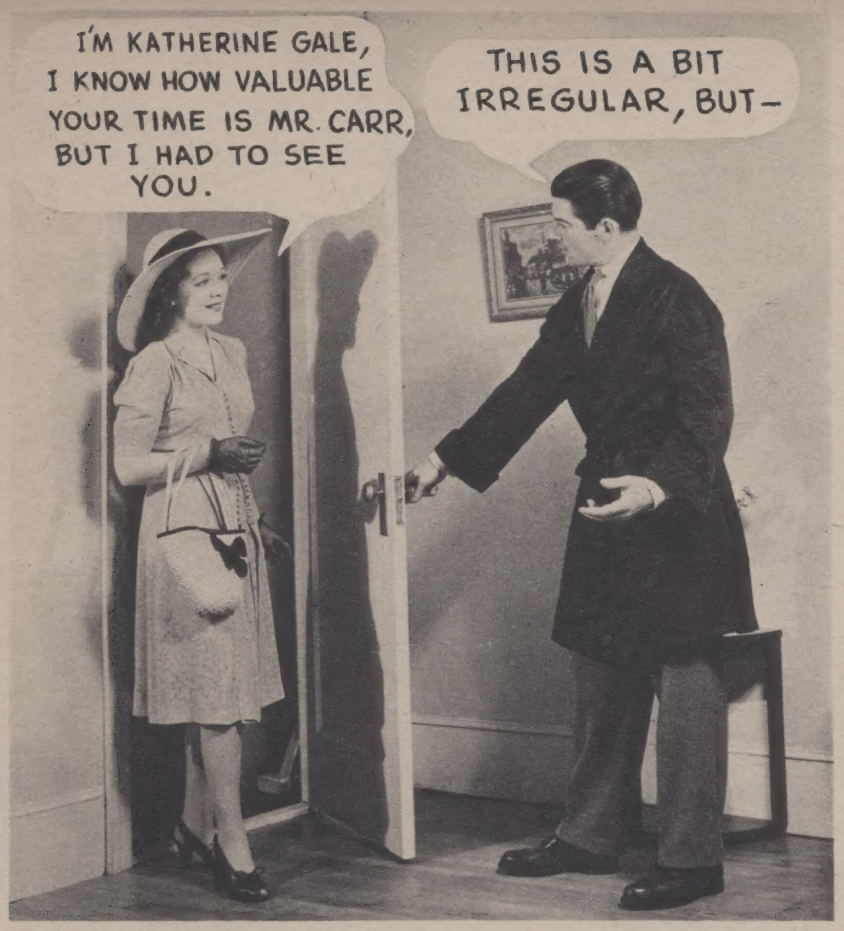
These duat-control safety clutch models are slightly on the droopy side—note the resemblance of the group to the climax of a stampede.

This "Sarong at half-mast number" is a daisy—note the quizzical, romantic, slap-happy expression.

We must be fair and admit that this baby would come in swell for rolling out beer barrels.

This Swingeroo Susie, far from launching a thousand ships, probably inspired the poem "The Goof Aloof", by Max Snax, the darling of modern literature.

And now, boys, we give you Jessie Mathews — COMPARE!—we ain't goona say no more!



Intoxicated by the apparent proximity of stardom, the local beauty contest winner rushes to the hotel room of E. Frazer Carr, phoney scout.

The sophisticated and pleasantly bored attitude of E. Frazer Carr is something new to Katherine Gale.

PHONEY SCOUT

The motion picture industry, taking its cue from big league baseball, employs the scout system, that is, they send talent experts out in the never ending quest for new personalities. However, there are also phony scouts. These are men who are unscrupulous, do not represent the industry, and it is the object of this article to expose their methods.

He is very smooth, and always works with some *local* support. He runs talent shows, has the movie struck girls sell tickets, and skips with the proceeds.

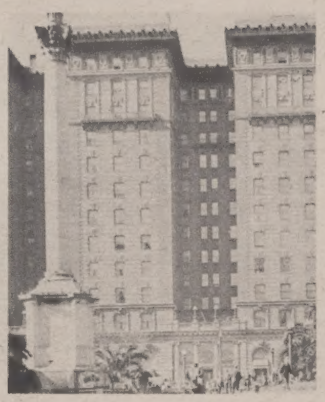
The clever Mr. Carr adopts an attitude of complete indifference. Katherine Gale sees opportunity slipping thru her fingers. She says, "Give me a drink, and I'll give you my impression of Du Barry."

The situation grows serious. "I'll show him I didn't win the college dramatic award for nothing," says Miss Gale.

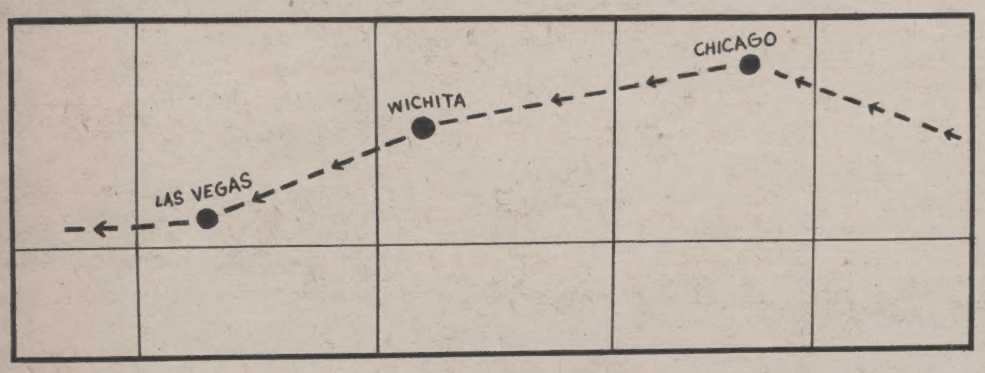
IT'S JUST POSSIBLE THAT YOU MAY HAVE THE SPARK WE'RE LOOKING FOR. I'LL PLAY LOUIS XV FOR YOU ——— O.K. START EMOTING
OH! THANKS MR. CARR. I WON'T LET YOU DOWN

Mr. Carr is overwhelmed. He now tells her he recognizes true dramatic artistry. From now on it will be "Hollywood, Here I Come."— That's what she thinks.

Mr. Carr is superior, more worldly than the local boys. He offers romance, escape from boredom, and a movie career. The overwhelmed girl says, "yes."



The couple travel westward. The marriage ceremony is always postponed. Funds dwindle, Mr. Carr becomes bored, then—



Comes realization in a miserable tourist camp in New Mexico. Deserted! and broke!

Thus beautiful Katherine Gale is left to re-establish herself as best she can. Many actual cases of this type have resulted in the death of career struck beauties.

This was "censored" by the Hays office from "A Girl Must Live." We don't know why, unless it's improper to show an interest in fine art.

This scene from "The Brat" was censored—because ladies don't stick their tongues out at people, so there! Yah! Yah!

CENSORED! Why?—Well, kids, it's like this—you can't show ladies smoking cigarettes. Put that in your pipe and smoke it!

MOTION pictures are made for censors, which is probably why the majority of them are so completely stupid.

Film producers must make pictures which will fit into the code of the Kansas censor, and at the same time must cater to the varied whims of the dictatorial powers in Pennsylvania, Maryland, Massachusetts, etc.

The result is that Hollywood is limited to horse operas, kid pictures and milk and butter stories, which is probably why we have Bingo, Screeno, Free Dishes, et al.

Here are a few censored shots for your edification.

This shot from an English film is at odds with the Hays code. "Suggestive dancing" is forbidden in films.

Section VI, 1, of the Hays code says, "Complete nudity is never permitted; this includes nudity in fact or in silhouette, or in any lecherous or licentious notice thereof by other characters in the picture."—Mary Dees of "Footlight Parade" could not pose for this still shot today!

These three lovelies from "The Golden Calf" would have censor trouble because of this still today, yet they are more completely dressed than the average bathing beauty.

This scene gets the censors' scowl because it shows a woman, A. getting dressed, or B. getting undressed. We can't figure it out—vote for one.

"Stills" of this type are now banned. Although such scenes may not appear on the screen, they are not even endorsed for advance advertisements.

RECIPE FOR RAPE!

Toward the end of what superficial observers called "The Spanish *civil* war," four columns of Franco's army advanced on Madrid. Franco took city with the aid of a "fifth column." The "Fifth Column" being Franco's spies and saboteurs *within the city.*

Germany, never slow to develop on new techniques for aggression, immediately went to work on the practical and international aspects of this new psychological front. The Nazis hired renegades and traitors to undermine the morale and defenses of her potential victims.

The primary requisite for a "Fifth Columnist" is absolute lack of a sense of honor. Requisite number two is a complete acceptance of the hate gospel of Goebbels, and, of course, delight in the role of *Advocatus Diaboli.*

AUSTRIA

DR. SEYSS INQUART, Minister of Interior, liaison man between the now defunct country of Austria and Adolph Hitler.

With the geniality of a cornered cobra, Inquart kept Vienna a cesspool of intrigue. Forced upon the Austrian government by a Hitler ultimatum, Inquart could flourish his repellent arrogance and insolent lies

on a weak government. To tolerate such foreigners is a glaring example of governmental criminal leniency, and can only result in—the death of the government and country, which is exactly what happened in Austria. Brave little Chancelor Dolfuss was murdered, other Catholics and Protestants were killed, persecuted and defiled. No, the Jews are not alone on Hitler's liquidation list.

NORWAY

QUISLING—Major Vidkun Quisling once was Norway's Minister of War. While at this post, he made many new appointments and promotions. He maintained close personal relations with the key officers in the Army and Navy, and was generously supplied with funds by the Nazis. Quisling did such a thorough job of selling his country that he has added a new word to the English language, "Quisling," and it is synonomous with "treason"—to "Quisle" is to betray a friend.

With the way thoroughly greased by greasy Quisling, German bombers went to work on sections of Norway, where poorly equipped Norwegians showed signs of not being able to stomach this great betrayal of their homeland. To show their gratitude for his fine work, the Nazis, on taking over, immediately removed the now valueless traitor.

BELGIUM

KING LEOPOLD—Here is another type. Like Fritz Thyssen, and others who have unwittingly helped Hitler, Leopold's error will forever weigh heavily on his conscience. Significantly influenced by General Van Overstraeten, his chief military advisor, Leopold foolishly believed that Hitler's Promises of non-aggression were sincere.

His mistaken conception of Right and Duty was exposed when he surrendered to save his kingdom, and left for slaughter the allies, whose aid he had requested and immediately received.

Leopold's treachery, (unwittingly or otherwise) resulted in what fighting Prime Minister Churchill described as a "colossal military disaster" for the allies. The allies did miraculously well against incredible odds in evacuating 335,000 allied troops from a hopeless position. However, without this betrayal an evacuation would not have been necessary, unless it were on the part of the Nazis themselves.

ENGLAND

SIR OSWALD MOSLEY—Sir Oswald, a traitor to his country, is the type of man Hitler refers to when he sneeringly mentions the "obscure Caesars" who are helping him to destroy standards of right and decency.

Mosley, head of the British Black Shirts, worked inwardly like a tapeworm on the British Bulldog. His work effectively hampered defense plans and vital airplane construction.

Hitler judges these "obscure Caesars" at their true value, not as what they consider themselves (strong men) but as what they are (weak pliable tools).

This propaganda formula had its effect on Great Britain, as you can see by this obsolete army plane—it's a 1937 model. British are now, rather belatedly, turning out top-notch fighters.

UNITED STATES

MR. BLANK—The leader of the Fifth column, the traitor in our midst, the man who spreads Nazi and Communist lies in a free country. The man who softens opposition to aggression, as did Quisling in Norway, Hubay in Hungary, Mosley in England, Degrelle in Belgium, Lindholm in Sweden—the traitorous leech who fastens himself on a victim as was done in Poland, Austria, Czechoslovakia—who is this man? You know only too well; in any event, you better before it's too late. Moral: "In dealing with a plague it is wise to first eliminate the rats."

We defy you to go over these photographic proofs of "Fifth Column" power and then say the above conception is impossible.

The "Fifth Column," as you know, is designed to weaken—on the next page we offer our answer to its sinister challenge.

WAKE UP! AMERICA!

The others tried appeasement. Let America speak to aggressors in the only language they understand.—The older generation may well profit from the slogan of our Boy Scouts, "Be Prepared!"

50,000 of these plus 100,000 of these will spare our country from this.

Express your pride in your country by advocating its complete protection from Nazi barbarism. Write your congressman now!

LIVING MAGAZINE COVERS

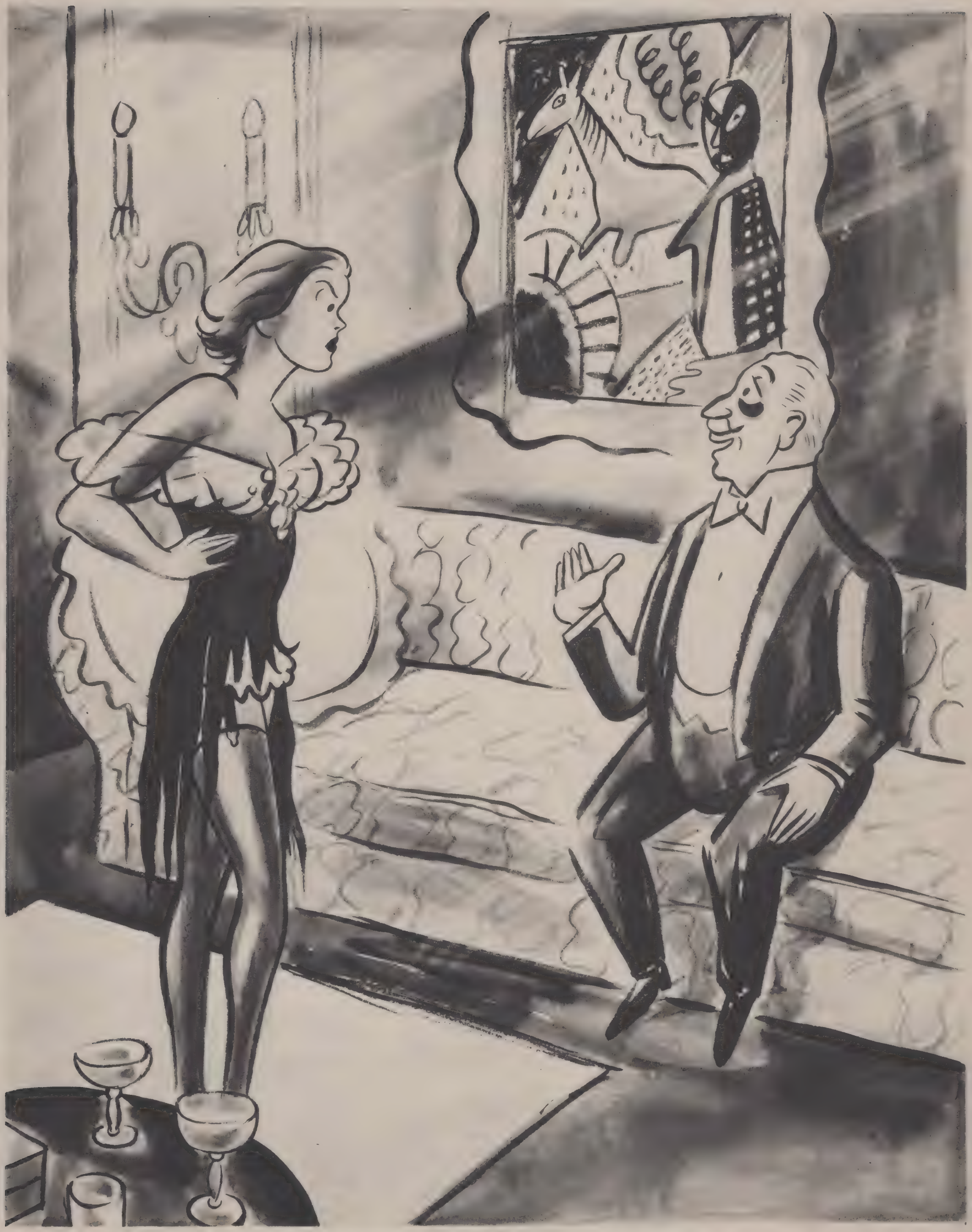
Staff Photos by DAVID GOODMAN

Adele Hall of this feature attraction of the World's Fair, says, "A romantic guy is as weak as his strongest intention."

Doris Daly says, "It's a long trail that has no skis." (Pronounced shees.)

Pat Carter is our idea of a grand slam. Are you vulnerable? (We thought so.)

"Give a man enough rope," says this Westernette, "and he'll soon tie himself down."



What are you getting sore about—I was only fooling!

STUPORMAN

THE MAN OF THE DAY AFTER TO-MORROW.

SWEEPS THE NATION!

Marmaduke **SNOOD** *jr*

PHD, D.S., L.L.D., AND OTHER LETTERS ACQUIRED BY EATING ALPHABET SOUP IS "STUPORMAN"

BEING A GREAT HUNTER HE KNOWS HOW TO STALK CELERY.

CRUNCH! CRUNCH!

HOLDING A PIANO IN ONE HAND, WITH THE OTHER HE PLAYS CHOPIN'S MINUTE WALTZ IN ELEVEN SECONDS.

A FRIEND OF THE PEOPLE, HE HAS LONG OPPOSED THE TWO TAXPAYERS FOR ONE BARREL PLAN.

OPPOSED BY STUPORMAN

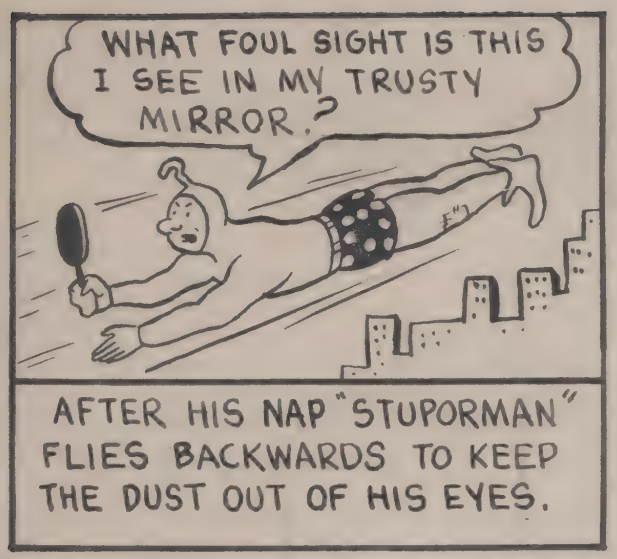
WET PAINT

THIS SPACE FOR RENT.

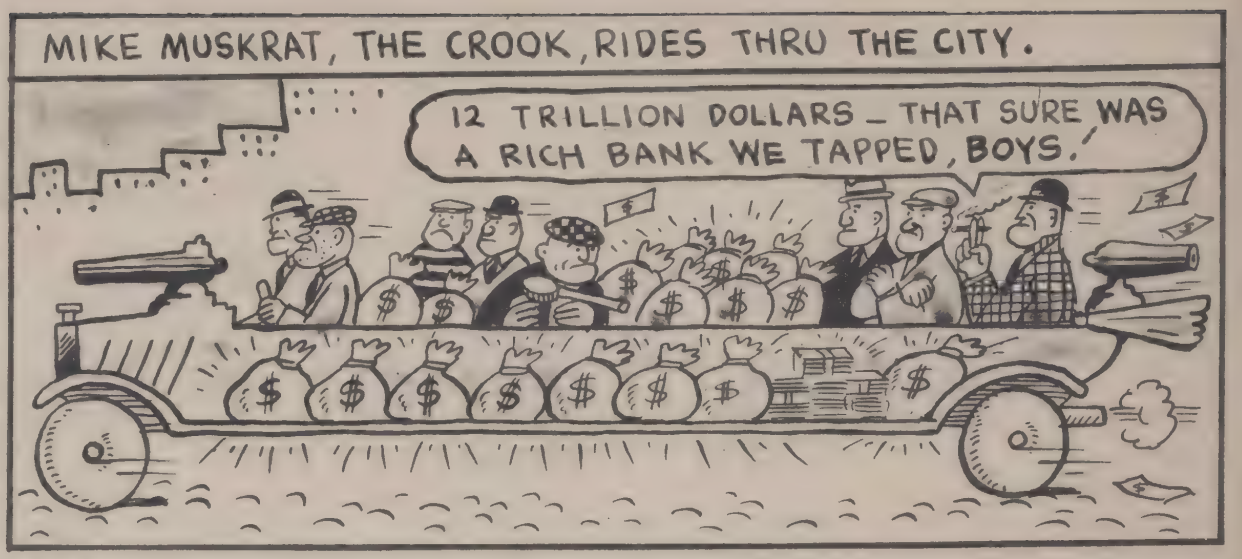
STUPORMAN IN HIS LAB. WORKING ON SMOKELESS TOBACCO FOR DEEP SEA DIVERS

STUPORMAN RESTING GROUND #5

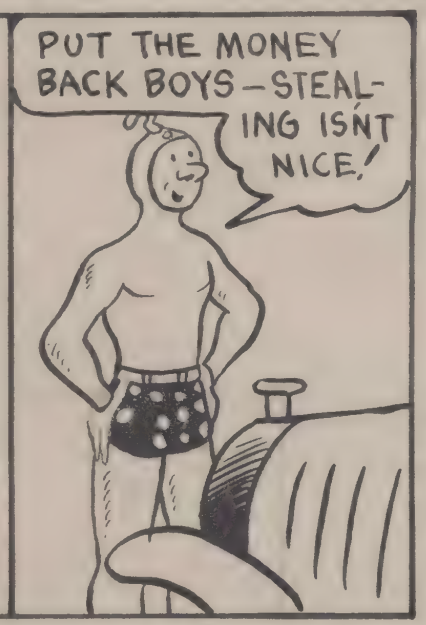
HE IS A FIRM BELEIVER IN FREQUENT REST PERIODS

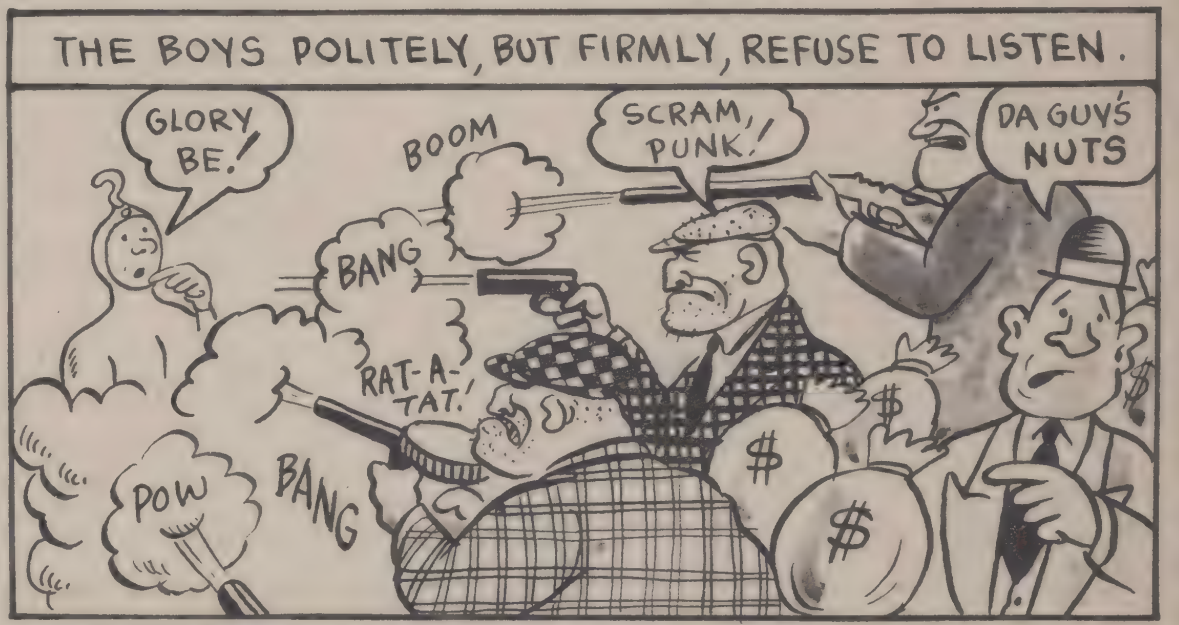


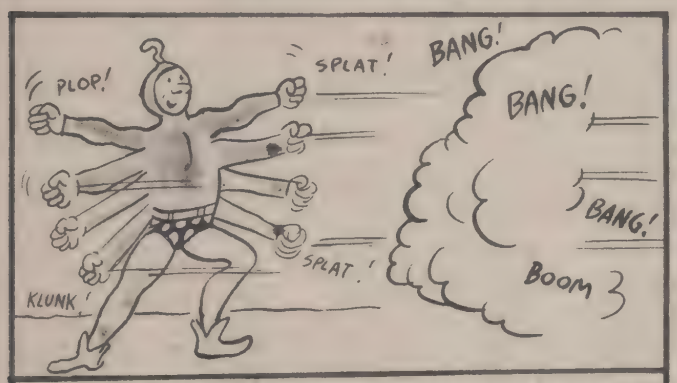
AFTER HIS NAP "STUPORMAN" FLIES BACKWARDS TO KEEP THE DUST OUT OF HIS EYES.



SUDDENLY, OUT OF THE BLUE, (IF YOUR COLOR BLIND, MAKE IT GREEN) COMES STUPORMAN ○ LOOK WHAT HE SEZ→

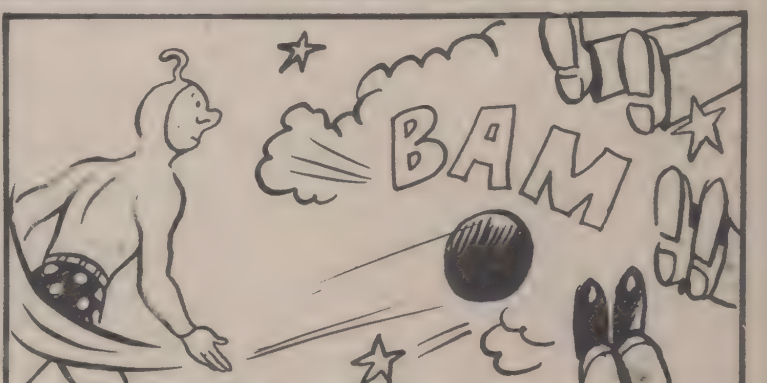






"STUPORMAN", THOROUGHLY AROUSED, CATCHES THE BULLETS — AND WHILE THEY ARE STILL HOT→

HE FORGES THEM INTO A LARGE BOWLING BALL.



HE THEN LITERALLY BOWLS OVER HIS OPPOSITION.!—

"STUPORMAN", WITH THE AID OF TWO LARGE TELEPHONE POLES, TAKES IN HIS CATCH.

ARE YOU NUTS? IF SO, WRITE AND SAY YOU WANT MORE OF "STUPORMAN"

HOW TO BE A BAD — OR HOW

←**BE CONSIDERATE** — Here is a new streamlined method for lap dictation. Notice that the boss doesn't have to take his feet off his favorite desk. P.S. She'll probably get that raise.

BE KIND—Remember the boss is human. He wants his employees to like him. →

BE COURTEOUS — "Is this what you're after, Boss?" (Bosses like to have their every wish anticipated)

BE HELPFUL— By using your brains, and stuff, you can make routine packaging interesting.

BE DECORATIVE—This keeps the boss in the office and away from watching the local ball team.

BE SUGGESTIVE—"Why not get your wife something like this for her birthday?"

Now here's a number I think we can get together on.

That is the problem child I was telling you about!

Her mother was frightened by a billiard table!

Some people can't take a hint!

Don't let our slanting floor throw you off—the shoulders are perfect!

THE COSMETIC URGE!

A SHORT SHORT MYSTERY WHICH WILL NEVER BE SOLVED

What's this?—Why, sonny, it's a gal, and she's right pretty too.—
Why is she pretty?—Well, son, it's like this.

This charmer and her sisters spend $60,000,000 a year on eye trimmings.

Each fiscal year they use about 4,000,000 pounds of lipstick, and about 14,000 box cars of rouge.

They use enough mud in a year to supply political candidates with throwing material for the next decade (and you know how those guys use mud).

Vigorous exercise and diet puts the bumps in the right places.

They adorn themselves with the sheerest and sleekest hose.

To say nothing of unmentionables. (The price is also unmentionable).

And now, son, here's our heroine toning up her personality.

But, say!—Who's this chap? Looks like a right guy—(Trouble is brewing, Milady dropped her kerchief).

Ah! The labor was not lost—Junior is very much impressed.

Hey! That's no way to treat Junior.

Trying to figure it out, Junior?—Well, you're just wasting your time—what you should do now is get gloriously cock-eyed.

MAN MARCHES ON!

A STORY WITHOUT WORDS

1900 A. D.

1935 A. D.

1936 A. D.

1940 A. D.

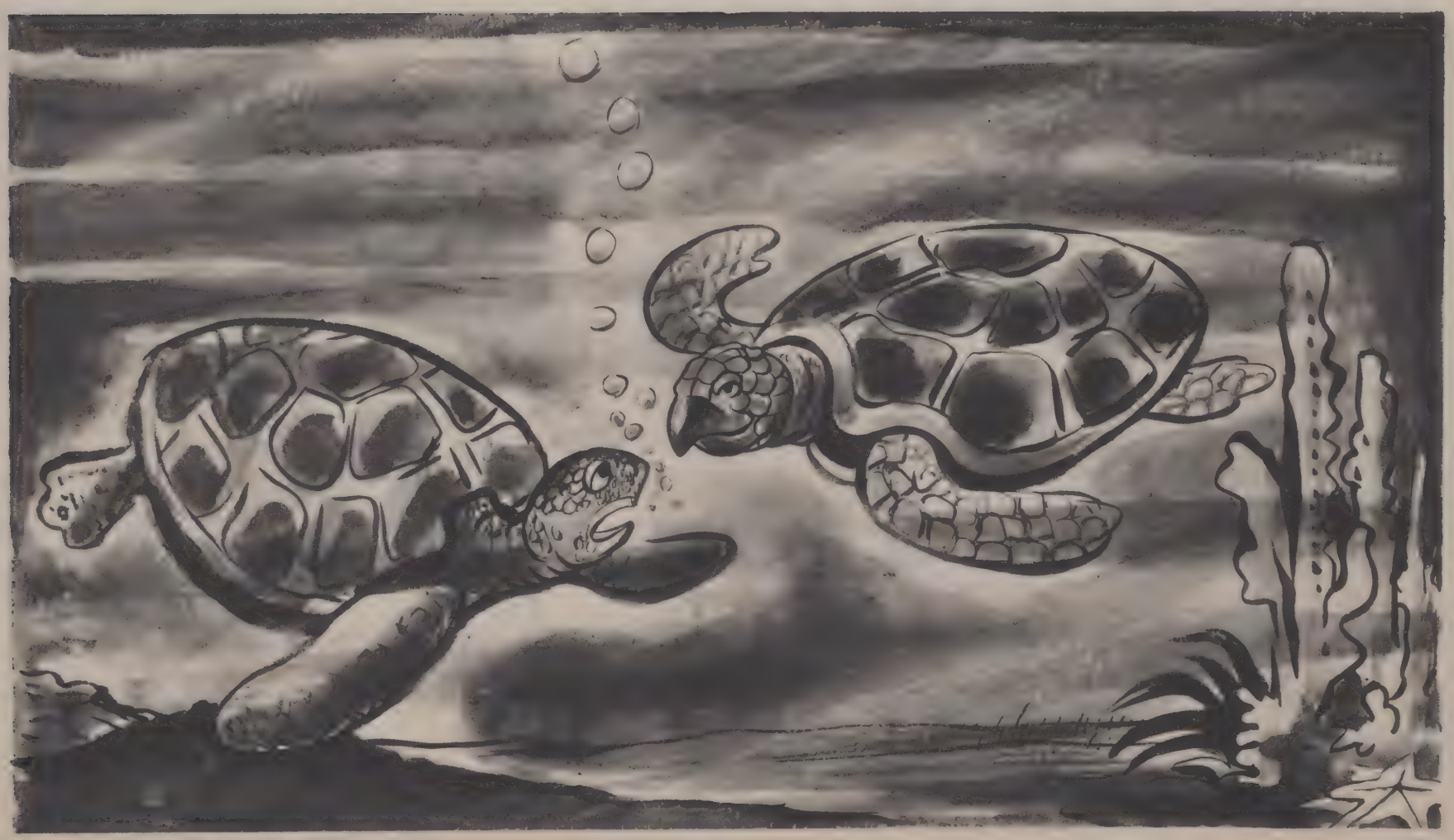
My roommate is out, Mr. Mark; is there anything I can offer you?

Boy!—Is this place slipping—I haven't seen a Good Housekeeping Seal of approval all day.

It's the latest thing from Europe!

?

I didn't like that young man you brought home last night!



It's too bad I didn't meet you a hundred and seventy-five years ago!

Lillian Moore of Living Magazine Covers makes a lovely bride, but what's more important, she'll probably make a wealthy groom.

Linda Gray, of Michael Todd's "Streets of Paris," likes firemen for their logic. "At least," she says, "when a girls' dormitory is on fire, they are smart enough to grab the hot-looking ones first."

KORMAN

Nola Chilton of "Why Do," comments, "To be a success in this business, you can't do things by calves."

This is Gypsy Rose Lee of the "Streets of Paris." By some accident, you may have forgotten her name, but her base should be familiar. (Note: if you're going to this show, bring your asbestos suit.)

WITH THE FAIR AT THE FAIR!

For the benefit of gentlemen who get tired of looking at gears, clutches, wheels, and the other fancy machinery, the New York World's Fair offers this pleasant form of escape.

Betty Bartley and Kallie Barton of the "Streets of Paris" aren't Siamese twins, they're merely dancing cheek to cheek.

KORMAN

Pat Paree, who is seen from all angles in her novel "Dance of the Illusions" at Phillip Gelb's "Why Do" states, "A girl who's a live wire, is usually exposed."

Lobster a la Nudeburg. Realism can be drab. Surrealism can be boring. "Twenty Thousand Legs Under The Sea" combined the two and now business is peeking up. This practical lounging outfit protects the property without obstructing the view.

FLIMSY FASHIONS

Not cheese cake, but spangled cheese cloth is what Inez Cooper wears. This is for sleeping on the porch on hot summer nights. You can take down the screens, but you may have to put up iron bars.

← Leonette Lazarre features a special picnic number. With this outfit it is impossible to come back with ants in your pants. You can also wear this on a sea trip if something doesn't come up to spoil it.

What fisherman wouldn't like to haul in lovely Faith Bacon? An outfit like this should show a net profit, girls—but before trying it, you should put your boy friend to the asset test. →

This lovely model, worn by Chicquita, is for the enlightenment of our readers who are planning to outfit a harem. Chicquita is a dancer, and posing for pictures like this causes her to get a little behind in her work.

This photo of Ann Staunton proves that men really don't dislike women's hats — it's merely the way they wear them. Incidentally, now would be as good a time as any for one of those straw votes.

Elaine Prince models this nifty bdragryzsxgpl. (secret code for outfit), for wear in the southwest. Note: (gloves are used to pull cactus out of places where cactus is liable to congregate.)

Pretty Frances King models this Blonde fur number, designed for boys who are afraid of the dark. "It is advisable," says Frances, "to be warm, because a cool reception will only make your boy friend burn."

$6.85 To $35.00

Choose FOR YOURSELF FALSE TEETH AT *Amazingly Low Prices*

— BY MAIL —

SEND NO MONEY

Above picture posed by professional model.

THE TESTIMONIAL LETTERS WE PUBLISH are communications that customers have sent to us without solicitation and without pay. We have large numbers of such missives. We never print anyone's letter without previous consent. We believe that each of our customers who has written to us enthusiastically indorsing our dental plates is sincere. We do not, however, intimate or represent that you will receive the same results in any instance that those customers describe. What is important to you is that when you pay for our teeth, WE GUARANTEE IF YOU ARE NOT 100% SATISFIED IN EVERY RESPECT WITH THE TEETH WE WILL MAKE FOR YOU, AFTER YOU HAVE WORN THEM AS LONG AS 60 DAYS, WE WILL GLADLY REFUND TO YOU EVERY CENT YOU HAVE PAID US FOR THEM.

BEFORE AFTER

Mrs. Elsie Boland of Norton, Kansas, writes:

"Enclosed find two pictures. One shows how I looked before I got my teeth; the other one afterwards. Your teeth are certainly beautiful. I have not had mine out since the day I got them, except to clean them."

Mrs. Martha A. Webb, Jacksonville, Florida, writes:

"My plate is a beautiful piece of work. I took my own impression."

Harry Willoughby, Adairville, Kentucky, writes:

"I have received my teeth and am PROUD OF THEM."

Mrs. Geo. G. Conklin, Bridgeport, Connecticut, writes:

"I received my set of teeth. I wear them day and night. I have good reason to be well pleased with them. Thank you very much."

MADE-TO-MEASURE DENTAL PLATES DIRECT FROM OUR LABORATORY TO YOU!

We make to measure for you **individually**—BY MAIL—Dental Plates for men and women—from an impression of your own mouth taken by you at your home. We have **thousands of customers** all over the country wearing teeth we made by mail at sensible prices, **and our business is growing!**

AT ROCK-BOTTOM PRICES

If you find out what others have paid for theirs, you will be astounded when you **see how little ours will cost you!** By reading our catalog, you will learn how to **save half or more on dental plates for yourself.** Monthly payments possible.

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Make us prove every word we say. Wear our teeth on trial for as long as 60 days. Then, if you are not **perfectly satisfied** with them, they will not cost you a cent. **Isn't that fair enough?**

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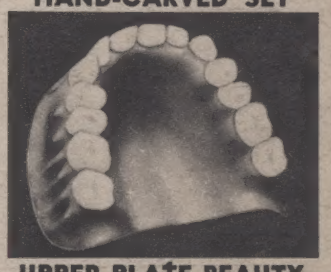
TRY our practically unbreakable ROOFLESS, PARTIAL and TRANSLUCENT plates. Our dentures are set with **pearly-white, genuine, porcelain teeth;** constructed **from high-grade materials,** with **expert workmanship,** to give **long service.** We make **all styles** of plates. **A dentist who has had many years' experience** in making **dental plates supervises the laboratory work on each plate. . . .**

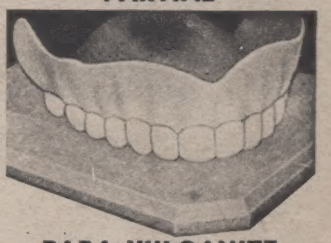
HAND-CARVED SET



UPPER PLATE BEAUTY

ROOFLESS

PARTIAL



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